Executive Biography: Victor Armășelu

Victor Armășelu serves as the Vice President of Samsung Electronics for Romania and Bulgaria. Appointed to this role in 2022, his promotion marked a historic milestone as he became the first Romanian employee to assume this high-level executive position—a role previously held exclusively by expatriate South Korean managers. This transition signals substantial organizational maturity and reflects the headquarters' deep confidence in local executive management.

In his capacity as Vice President, Armășelu is responsible for establishing the corporate vision and coordinating commercial strategies to consolidate Samsung's market leadership. By 2026, his strategic mandate is heavily focused on the shift from a product-centered approach to an experience and ecosystem-centered paradigm. Championing the vision presented at CES 2026, "Your Companion to AI Living," Armășelu advocates for democratizing artificial intelligence to transform the modern home into a system that seamlessly anticipates user needs. Under his leadership, the focus has moved beyond "technology for technology's sake" toward real utility, where AI acts as an invisible, empathetic partner.

A central pillar of his 2026 strategy is redefining the role of the television in the smart home. Leveraging Samsung's two decades of global leadership in the TV market and investments in advanced display technologies like Micro LED and 130-inch Micro RGB, Armășelu is driving the "Entertainment Companion" concept. This initiative transforms the television from a passive screen into an active, intelligent "command center" that naturally orchestrates home ecosystems—from lighting to temperature—and adjusts seamlessly to user habits.

Prior to his tenure at Samsung, Armășelu cultivated extensive commercial expertise across diverse industries. His executive background includes top-management roles such as VP of Sales, Distribution & Trade Marketing at SABMiller (Ursus Breweries), Corporate Sales Director at the Volvo Cars Importer, and Loctite Regional Manager for B2B Chemicals at Henkel Romania, alongside experience in entrepreneurial management consulting.

Armășelu trajectory at Samsung has been defined by rapid internal ascent and portfolio integration. He joined the company in 2012 as the Head of Visual Display for Romania. By 2014, he was promoted to Director of Consumer Electronics, overseeing audio-video and home appliances, and his geographical scope was expanded to include Bulgaria in 2016.

His executive success is supported by a distinctive, multifaceted educational background that bridges technical mastery and operational performance. He began his career with 7 years of experience in international maritime transport, holding a degree as a Chief Maritime Engineer from the Maritime University in Constanta. To support his macro-economic and strategic management capabilities, he earned an E-MBA from Kennesaw University (Atlanta, USA), along with a Project Management Professional (PMP) certification from the Management Institute and a Lean Six Sigma certification from IASSC.